

PRESS KIT

BORDEAUX TOURISM & CONVENTIONS

2017



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BORDEAUX BEST CITY 2017

Acclaimed for its wine and vineyards, Bordeaux also boasts beautiful classical and contemporary architecture, superb cuisine, and an increasingly lively artistic and cultural scene: justly proud of the numerous attributes that have earned it the title of Best City of 2017, Bordeaux stands as a dynamic symbol of the French «art of living». 2017 is looking good!

BORDEAUX IS NUMBER ONE IN LONELY PLANET'S TOP CITIES OF THE WORLD

A new award every year! After being voted «Best European Destination 2015» and then number two in the New York Times' cities to visit in 2016, Bordeaux is the Lonely Planet guide's top pick for 2017. The only French city in the TOP 10, Bordeaux faced down serious competition from cities such as Cape Town, Los Angeles and Lisbon.

It triumphed thanks to major new projects, such as La Cité du Vin, which opened in June 2016, and the high-speed train link to Paris, that will start operating in July 2017, accompanied by the tourism boom that this revitalized city has enjoyed for the last ten years.

BORDEAUX TO PARIS IN 2 HOURS 4 MINUTES

From 2 July, the new LGV (High Speed Line) will put Bordeaux just over two hours from Paris. 33 round trips will be scheduled every day between Bordeaux and the French capital, corresponding to about 35,000 seats. This service, combined with the construction of high speed lines to Toulouse and Bilbao, will make Bordeaux a major thoroughfare: a crossroads of the south-west. To accommodate the resulting flow of passengers, Saint Jean train station is being restructured, as part of the Euratlantique project, a huge rail and urban development, which will extend around the station area (in Bordeaux, Bègles and Floirac) ultimately including the construction of offices, housing, shops, and hotels.

10TH ANNIVERSARY OF UNESCO CLASSIFICATION

2017 marks ten years since Bordeaux was registered on the list of UNESCO World Heritage sites. Bordeaux was the first urban environment of such magnitude to be acknowledged, covering 1,810 hectares, or nearly half of the city's total area

(from inside the boulevards to the Garonne). Bordeaux has 350 buildings that are classified as Historic Monuments, including three religious structures that have been registered as World Heritage sites since 1998 as part of the Santiago de Compostela pilgrim trail. The UNESCO listing recognizes the heritage value of a city that is exemplary in the unity of its urban and architectural expression.

It is also ten years since Vauban's fortifications, known as the «Bolt of the Estuary» (consisting of the Blaye Citadel, Fort Pâté, and Fort Médoc) and the vineyards of Saint Emilion were granted World Heritage status.

La Cité Frugès housing development in Pessac, designed by Le Corbusier, was added to the list in the summer of 2016.

BORDEAUX, CITY OF THE ARTS

An inexhaustible source of inspiration, Bordeaux is popular with artists and hosts numerous arts-related projects. It currently boasts one of the liveliest music scenes in France, with urban, offbeat locations springing up in the city's various neighbourhoods; street art adorns many of Bordeaux's walls, and generates an increasing number of events and initiatives.

This creative side of Bordeaux is revealed in a new promotional video produced by local group I Am Stramgram, with the collaboration the HOTU graphic design studio. The award-winning band highlights some of the city's most-well-known attractions, and some more alternative locations, in this thoroughly modern video and accompanying music. The original song was in fact the inspiration for the idea.

The artists offer an intimate, artistic vision of Bordeaux, expressing the poetry that radiates from the city every day.

www.bordeaux-vibes.com

10TH EDITION OF THE BORDEAUX RIVER FESTIVAL

The tenth «Bordeaux Fête le Fleuve» takes place from 26 May to 4 June. A great event for river lovers, numerous river-based activities will be organized along the banks of the Garonne, including the start of the Solitaire Urgo Le Figaro solo sailing race. A huge turnout is expected to see the skippers setting off from the city centre. The festival continues for ten days with a series of activities, exhibitions and concerts.

<http://bit.ly/2jxfOfv>



LA CITÉ DU VIN, A SYMBOL OF BORDEAUX

New place dedicated to wine as cultural, universal and alive heritage, La Cité du Vin is a place to see, visit and experience in Bordeaux.

A PLACE TO SEE

Opening on 1 June 2016 after three years of work, La Cité du Vin differs from the docks of Bordeaux, with its flexible and powerful shape.

The architects from Parisian agency XTU, Anouk Legendre and Nicolas Desmazières, have imagined a structure replete with symbolic echoes: **the swirl of wine moving in a glass**, the coiled movement of a grapevine, the ebb and flow of the Garonne... Their design captures the spirit of wine and its fluid essence: 'a seamless curve, intangible and sensual' (XTU Architects) which addresses its multiple environment.

This environment transforms the visit into an **experience both mental and sensory**.

In the second of eight floors, 19 thematic modules are arranged in the permanent exhibition, some alcoves in the form of a bottle, circulate the visitor in all dimensions of the wine: its «metamorphosis» to its «Banquet» in passing by its «trends» and «experts»... At the 3,000 m² of journey, add access to the Belvedere where to taste a selection of world best wines, three dining options including a panoramic, the 7, a concept store of 250 m², lounge reading, auditorium, reception areas and tasting, workshops for young audiences...

For a ticket of entry to **20 euros**, the tour lasts about two hours, but the contents implemented by more than 120 audiovisual productions represent ten.

The most «addicts» can still acquire, with 48 euros, unlimited individual right of access to the year. Better than an **audio guide**, a «hand-held guide» orients the visitor's journey without staying glued to his ears, offered in eight languages and can even be understood by children.

To prolong the initiation journey, an information space located at ground floor (see focus) conducts visitors to the surrounding vineyards.

Moreover, privatized spaces are dedicated to professional and business tourism (see on page 32).

www.laciteduvin.com



EXTEND THE VISIT TO THE BORDEAUX VINEYARDS

On the ground floor, the teams of the space information «**Routes du Vin**» inform and guide visitors wishing to explore the largest and oldest vineyard of world fine wines.

Beyond the human aspect, they can be assisted in their choice by the Bordeaux Wine reference portal www.bordeauxwinetrip.com, which centralizes wine tourism information and can book tours and circuits in vineyard.

Note: a 90 meters pontoon provides direct access to the Garonne, for a departure by boat, and outdoor spaces dedicated allow departures in buses and minibuses.

www.bordeauxwinetrip.com



LA CITÉ DU VIN PROGRAMME AND ACCESS FROM THE RIVER

Bordeaux River Cruise offers a Pass that includes access to La Cité du Vin's permanent exhibition and a wine-tasting cruise on the Garonne (€32).

<http://bit.ly/2jy2kzH>

A PLACE TO VISIT

La Cité du Vin offers a rich and varied cultural program. At the heart of the visitor experience, the **immersive, multi-sensory permanent tour** is an invitation to a voyage of discovery, a journey through time and space exploring the evolution of wine and its civilizations. Young and old alike will get to grips with the very rich imaginary world of wine for millennia.

Among the **thematic areas**: a breath-taking, whirlwind tour of world's winemaking regions, projected onto three giant screens and the floor, a 50-seater boat and embark upon a fantastical journey across the tides of history, a series of interactive globes for discover the extension of vines across the planet.

Two major annual exhibitions will feature in La Cité du Vin's cultural programme for 2017. First, **in the spring, from 17 March**: for three months, a major exhibition celebrates bistros and cafés and their relationship with the world of the arts (see focus).

In the **autumn**, the «Guest Vineyard» exhibition will be dedicated to Georgia, one of the earliest regions to develop viticulture. Its winegrowing areas, culture, and unique characteristics will be presented in an original aesthetic style.

Produced by the Foundation for Wine Culture and Civilizations, these large exhibitions benefit from the support of museums, libraries, and private collectors in France and all over the world.

La Cité du Vin hosts a wide range of performances, concerts, screenings, meetings and debates in the **Thomas Jefferson auditorium**.

Another great feature of the site is its **tasting areas** dedicated to educational workshops for wine enthusiasts, novices, families and children. For adults, there is the Upside down workshop that challenges the senses and explores another way to taste and enjoy wines. Every third Thursday of the month, La Cité du Vin offers a workshop that explores a different region or wine-producing country, presented by an expert, starting with Cognac on 19 January, then Russia on 16 February, Roussillon on 16 March, Uruguay on 20 April, Bordeaux on 18 May, and Spain on 22 June.

The **Tous les goûts sont permis!** workshop invites families to explore the origins of taste by awakening the senses with a series of touch, taste and olfactory experiences.

La Cité du Vin offers a cultural programme throughout the year: every first Tuesday of the month there are the **Vendanges de Savoir** lectures; on the third Tuesday of every other month **Complément Livres!** presents meetings/tastings with French and international wine-enthusiast authors; on the second Tuesday of every other month, there are the **C'Dans le Vin** debates; **Les Grands Entretiens** consists of an interview with leading figures in the world of wine; and then one Wednesday each quarter **Ciné Gourmand** offers a film, food and wine evening... There is always something interesting to see or taste at La Cité du Vin!



MULTI-SENSORY EXPERIENCE DRINKING AT THE WORLD MARKETS

In the multisensory space, visitors are immersed in 1:30 in images projected on a screen 360, lights, sounds and smells for a tasting which awakens all the senses. Visitors embark on a great journey to the heart of the world's markets and experiment with pairings between virtual food and real wines.

Every day at 16.30 / second Thursday of the month at 18.30, €25 for the workshop (€40 with the ticket of entry).

<http://bit.ly/2jSmB3C>



A CELEBRATION OF BISTROS AND CAFÉS

The «Bistro! From Baudelaire to Picasso» exhibition is scheduled from 17 March to 21 June at La Cité du Vin. Combining traditional media with photography and cinema, the exhibition celebrates the living, fertile links between the world of art and «café society» through more than a hundred works, of Pablo Picasso, Charles Baudelaire, Robert Doisneau or Otto Dix. €8 (exhibition only) or €24 including La Cité du Vin permanent exhibition.

A PLACE TO EXPERIENCE

La Cité du Vin is a **place open to all**, offering numerous exhibition areas, have a bite to eat, head to the souvenir shop, or spend a while in the reading room perusing the various books and multimedia items for reference use.

LATITUDE20 - A SET MANAGED BY THE GROUP AROM

This reference cellar offers more than 14,000 bottles of 800 wines, including 200 from France and 600 from more than 80 countries across the world selected by Régis Deltail, a Bordeaux wine merchant, and his tasting panel of key figures such as Andréas Larsson (World's Best Sommelier 2007) and Michel Rolland.

The **wine bar** offers food accompanied, world tapas and wines by the glass.

The **snack bar** offers a variety of gourmet creations and global tapas to eat in or take away.

A WINE-THEMED GIFT SHOP

La Cité du Vin's beautifully designed 250 m² shop offers a wide variety of products for all ages: wine-related objects, gourmet foods, cooking accessories, tableware, beauty & well-being products, books, games, and limited series items...

READING ROOM

Open to all, this relaxing space has more than 1,200 books in several languages, on subjects such as the history of wine, wine tasting, art, vinification techniques... An oasis of tranquillity and culture.



PRATICAL INFORMATION

1 esplanade de Pontac, 33300 Bordeaux
+33 (0)5 56 16 20 20

Tickets, pass and subscriptions on:

www.laciteduvin.com

Opening hours:

Until 28 February: Tuesday to Sunday 10.00am to 6.00pm

From 1 March to 30 June: open daily 9.30am to 7.00pm

From 1 July to 31 August: open daily 9.30am to 7.30pm

From 1 September to 5 November: open daily 9.30am to 7.00pm

From 6 November to 31 December: Tuesday to Sunday
10.00am to 6.00pm (except 25 December)



TASTING IN 7TH HEAVEN!

Up on the seventh floor of La Cité du Vin, the panoramic restaurant «Le 7» offers modern dishes, seasonal regional products featuring flavors of the world with a variation around wine. While savoring exceptional view of the Port of the Moon and the city of Bordeaux!

www.le7restaurant.com



THE BELVEDERE

Located on the eighth floor of La Cité du Vin, the Belvedere is perched at a height of 35 meters. As a culmination of a visit to the permanent tour, it invites visitors to discover the city and surrounding area with a 360° perspective. A real invitation to contemplate!



BORDEAUX: FROM RICH PAST TO MODERN LEGACY

Bordeaux was registered as a UNESCO World Heritage Site in 2007. 10 years later, this heritage has been enriched with new constructions that coexist harmoniously with the historic cityscape.

Bordeaux is the most extensive urban environment in the world to be honoured as a UNESCO World Heritage site. It is easy to explore the various districts in the heart of the city along the Garonne River, with areas reserved for trams and bicycles.

To the north, the **Chartrons**, former hub of the wine trade, is now the place to find antique, curio, and design shops. Then, here is the **vast Place des Quinconces**. The Grands Hommes district, set among plane trees, pays homage to great French thinkers, from Montaigne to Diderot. The «Triangle» is also known, for its luxury boutiques, elegant architecture, and the majestic Grand Theatre, a masterpiece designed by Victor Louis.

Not far away lies old Bordeaux: the young, trendy neighbourhood of Saint Pierre with its delicious food, outdoor tables, beautiful squares and winding little streets; don't forget to look up at the Bordeaux «mascarons» - wonderful carved stone faces that adorn the buildings. The Place de la Bourse with its majestic eighteenth century façades is popular with visitors, providing the perfect backdrop for a Bordeaux selfie. Opposite is the Miroir d'Eau («Water Mirror») - the largest in the world - with its entertaining cycle of mist and water.



Place **Pey Berland** is not far away, with its three UNESCO monuments: Pey Berland tower, offering magnificent views over the city, next to Saint-André cathedral, and Palais Rohan, now the City Hall. To the south, Porte Cailhau and the Grosse Cloche lead the way to **Saint-Michel**: this cosmopolitan district features spicy aromas, the lively Capucins market, and many curious shops. The outdoor cafés and bars around **Place de la Victoire** are the students' favourite place to be.

Finally, we'll head to the right bank, over the Pont de Pierre bridge: this leafy district includes the Botanical Gardens and a waterfront park with an unforgettable view of the river and the historical façades on the opposite side. There are some surprises, too: a blue lion on Place Stalingrad, Caserne Niel, and Chaban-Delmas bridge.

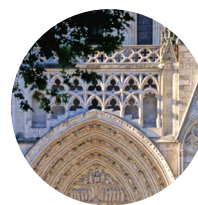
For Bordeaux is not averse to contemporary architecture, as demonstrated by its two most recent constructions, the Jacques Chaban-Delmas bridge and La Cité du Vin, that join other modern features of the city such as the County Court, the Mama Shelter hotel, the winery at Château Les Carmes Haut Brion, the new Matmut Atlantique Stadium...



WHEN HISTORICAL HERITAGE MEETS TECHNOLOGY

The Porte Cailhau, thirty-five metres tall, is situated on the «Place du Palais». Visitors can visit it in a connected way with AudioTrip, a start-up turning smartphones into friendly local guides all over the world. People can listen to some comments and anecdotes related about this monument. The old lady is the first monument in Bordeaux to benefit from this new generation guide!

<http://bit.ly/2hK54Kx>



A MUSICAL STORY OF BORDEAUX

What music has resonated in Saint André Cathedral or in Bordeaux's port over the passing centuries? What lullabies were sung to Eleanor of Aquitaine? A musician-guide and a violinist narrate, play and sing the city's musical past during a highly unusual tour. Every Sunday from 30 July to 1 October / €15.

www.bordeaux-tourism.co.uk



BORDEAUX: PORT AND GATEWAY TO THE WORLD

In the space of a few years, Bordeaux has established itself as a highly fashionable cruise destination, and is now the second most-visited port for cruise ships on the Atlantic coast.

Bordeaux is a unique destination in terms of heritage, gastronomy and history. The 2016 cruise season saw a record number of ships (50) dropping anchor in the Garonne, corresponding to 32,000 visitors. There are already 53 stopovers scheduled for 2017. Each one is accompanied by the same spectacle: that of the 117-metre horizontal section of the Chaban-Delmas bridge rising parallel to the water so that the ship can pass underneath.

ALONG THE GARONNE AND DORDOGNE RIVERS

Bordeaux is also affirming its position as a key departure port for **river cruise specialists**. CroisiEurope was the first to recognise the charms of Bordeaux by organizing Garonne and Dordogne river cruises, aboard the Princesse d'Aquitaine and Cyrano de Bergerac. Viking River Cruises and Uniworld followed suit in 2014, as well as two more river cruise operators, Scenic Cruises and Grand Circle Travel in 2015 and AmaWaterways and Aquitaine Croisières in 2016. These companies offer 1-week cruises along the Gironde Estuary and Garonne River as far as Cadillac, and the Dordogne River as far as Libourne, punctuated by tours of the Bordeaux vineyards.

DAY CRUISES

The **Bordeaux River Cruise** company has recently built a new landing stage in the city centre, opposite the CAPC Museum. Sardana, Silnet and Sicambre river boats offer wine cruises for the day or half-day, aperitifs with winegrowers, cultural excursions and dining-cruises.

<http://bordeaux-river-cruise.com>

An integral part of the urban public transport network, three «**Batcub**» river shuttles are accessible from five landing stages in Bordeaux and Lormont, with a stop at La Cité du Vin. It's a fun way to get to destinations on different sides of the river, for the same price as a tram ticket.

<http://bit.ly/2iUJyDJ>

Delivered from the Netherlands in October 2016, the latest addition to the **Burdigala** fleet joined the «Aquitania», the «Burdigala», the «Clapotine» taxi boat and the «Léopard d'Aquitaine» yacht. With room for 200 people, «bateau mouche» style tours are offered around Bordeaux and its seven bridges. Tours in French and English. €15.

www.croisieresburdigala.fr



A NEW WEB PORTAL FOR RIVER AND SEA CRUISE COMPANIES

To help develop maritime and river activity, Bordeaux's Grand Port Maritime, the tourist office and cruise industry professionals have launched a new website: cruise-bordeaux.com. This communication tool is designed to promote the destination and encourage cruise companies to include Bordeaux in their programmes. It presents all the technical and tourist information necessary for the organization of a stopover.

www.cruise-bordeaux.com



CYCLING CRUISES

Cycle through Bordeaux's magnificent vineyards during the day, then relax on the deck of your cruise ship in the evening... This is the concept for the week-long cycling cruises offered by Aquitaine Croisières. Each day, passengers have a choice of two cycle rides, ranging from 20 to 50 km. A great way of combining a cruise, wine tourism and cycling in the heart of the Bordeaux region!

www.aquitaine-cruises.com



ON THE BORDEAUX WINE ROADS

Bordeaux has not one but six wine trails!
The Gironde is the leading fine-winegrowing area in France,
with 65 appellations, and Bordeaux wines are prized by
connoisseurs worldwide.

GRAVES AND SAUTERNES

To the south lie the origins of the Bordeaux vineyards, with Pessac-Léognan, Graves, Sauternes, Barsac, etc. The Graves and Sauternes appellations on the left bank of the Garonne River produce wine in three colours: red, white, and gold. Must do: Vinothérapie Spa at Les Sources de Caudalie in Martillac, for a heavenly, relaxing break.

MEDOC

Otherwise known as «the chateau trail», this 80 km trail through the Médoc vineyards, from Eysines to Saint-Vivien de Médoc, via Margaux, Pauillac, Saint-Julien, and Saint-Estèphe, offers views of the varied architecture of Bordeaux's best-known wine estates. In the heart of the Pauillac vineyards, the restored hamlet of Bages is a delightful place to stop, featuring Café Lavinal, a chic bistro, a bakery-gourmet food shop, and several boutiques.

BLAYE AND BOURG

Just across the estuary, on the right bank, the Côtes de Blaye and Bourg and its family properties. Extraordinary views over the estuary, Romanesque churches, Gallo-Roman archaeological sites, and even picturesque little harbours! At Prignac-and-Marcamps, Pair-non-Pair, one of the oldest decorated caves in the world (-30,000 years), displays extraordinary animal carvings.

IN SAINT EMILION-POMEROL- FRONSAC

Saint-Emilion, on the right bank of the Dordogne River, known as the «hill of 1,000 Châteaux», is famous for its fine, elegant wines, as well as its medieval village, UNESCO World Heritage vineyards, almond macaroons, and the largest monolithic church in Europe, carved out of solid rock. Over 250 châteaux are on sale at cellar-door prices at the Maison du Vin.

ENTRE-DEUX-MERS

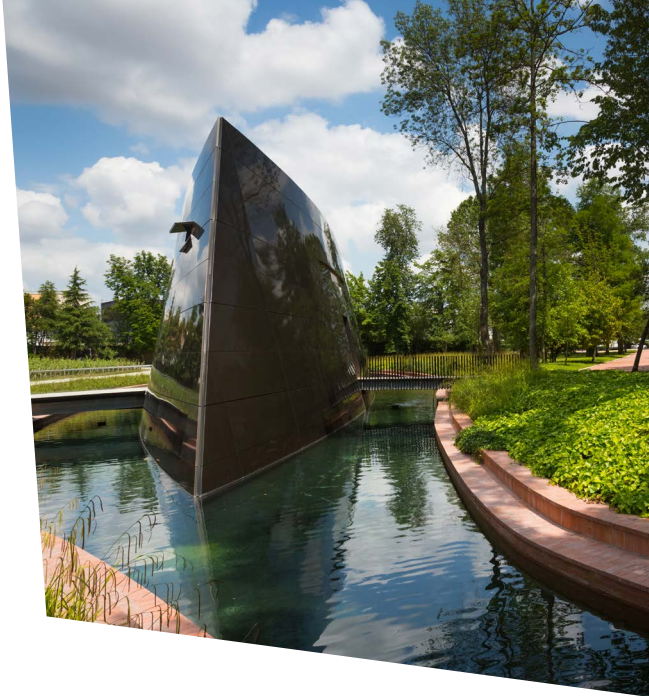
The largest winemaking region in Bordeaux, sometimes compared to Tuscany, produces a multitude of red, rosé, and claret wines and a wide variety of white wines. The area also boasts many picturesque villages and historic abbeys.

Places to visit: the Unesco World Heritage site of Sauve Majeure Abbey, and Château de Cadillac, a listed Historical Monument. There is a free easy-to-use application that you can download during your visit:

<http://bit.ly/2j0cXvy>

BORDEAUX, GATEWAY TO THE VINEYARDS

Bordeaux also has its Route du Vin (Wine Trail). There are more than a hundred official «Vignobles & Découvertes» sites in the city and its surroundings (châteaux, events, restaurants, wine bars, cellars etc.). And there are more than 20 châteaux in the metropolitan area. Vines are never far away in Bordeaux!



A NEW WINERY BY STARCK

Created by the design genius Philippe Starck, the new winery at Château Les Carmes Haut-Brion (the only property located in Bordeaux itself) stands proudly among Pessac-Léognan's vines. The 2,000 m² facility includes a 300-barrel cellar for ageing wines, a vat room, tasting room and a beautiful panoramic terrace overlooking the property. A jewel of steel, the walls of this extraordinary winery offer a reflection of nature and the surrounding vines.

www.les-carmes-haut-brion.com/en/



A BASE FOR EXPLORING THE VINEYARDS

Bordeaux's tourist office offers numerous tours (sixty in the high season!) leaving from the city centre, with various themes such as wine and heritage, wine and gastronomy, wine cruises etc. Lasting a morning, an afternoon or a whole day, the trips are an opportunity to visit châteaux, meet winegrowers, learn how to taste wines, or even join in harvest workshops, travelling by minivan, bus or even by boat. 21 to 200 euros.

www.bordeaux-tourism.co.uk



CULTURAL ATTRACTIONS IN BORDEAUX

What do Delacroix, Picasso, Bruegel, Monet, Rodin, Buren, Goya, and Jeff Koons have in common? They all have works exhibited in one of Bordeaux' fifteen museums. The Bordeaux museums offer an eclectic, exciting, year-round programme, to suit all tastes.

A PASSION FOR HISTORY

The Musée d'Aquitaine (Aquitaine Museum), located in the former faculty of Letters and Sciences, presents the history of Bordeaux and the surrounding region, from prehistoric times up to the present. A new exhibit, «Bordeaux harbour, gateway to the world», inaugurated in 2014, introduces visitors to 19th- and early 20th-century Bordeaux.

www.musee-aquitaine-bordeaux.fr/en

Located in a superb mansion on the Place de la Bourse, the Musée National des Douanes (National Customs Museum) reveals the secrets of this little-known institution in varied displays: uniforms, scale models, measuring instruments, etc.

<http://bit.ly/2kj7H6S>

The foundation stone was laid at the end of April 2016: Bordeaux will have its Maritime Museum in the Bassins à Flot at the end of 2018.

www.museedelamerbordeaux.fr

A PASSION FOR THE ARTS

The Museum of Fine Arts, located behind the Palais Rohan, displays 330 paintings and sculptures, from Titian to Picasso. The animal paintings of Rosa Bonheur, a Bordeaux artist, are also noteworthy.

www.musba-bordeaux.fr/en

The Museums of Decorative Arts and Design, with its original furniture and decor, offers a remarkable glimpse of the lifestyle of the Bordeaux aristocracy at the time of the French Revolution. The delicious tearoom is not to be missed!

<http://bit.ly/2k7yv78>

A PASSION FOR CONTEMPORARY ART

The CAPC, Contemporary Art Museum, located in the Entrepôts Lainé, a former warehouse, has one of the richest permanent collections in France: over 1,300 works by 190 artists, including Robert Combas, Annette Messager, Mario Merz, and Richard Long.

www.capc-bordeaux.fr/en

The Bernard Magrez Cultural Institute was created by dynamic entrepreneur Bernard Magrez, who owns an impressive collection of wine properties. He converted this magnificent town house into a cultural centre with regular exhibitions of modern and contemporary art; it has quickly become a popular venue, in a similar style to the Palazzo Grassi in Venice, owned by François Pinault.

www.institut-bernard-magrez.com

Fans of unconventional art should head for the Musée de la Création Franche (Museum of Free Creation) in Bègles, with its collection of 16,000 works. The museum presents ten exhibitions per year, showing creations by rebellious artists who refuse to abide by any form of convention.

www.musee-creationfranche.com



LANDSCAPES, THE 2017 CULTURAL SEASON

To celebrate the arrival of the high-speed train line and the Agora architecture and design biennial, which will be held in Bordeaux in September 2017 with the theme «Landscapes in movement, Landscapes in progress», the city of Bordeaux and the Bordeaux Metropolitan area have based the annual cultural season on the theme of Landscapes. This exceptional season will involve the region's major cultural institutions and a series of local festivals and events with the Street Art Season, Metropolitan Summer and Ocean Climax... From 25 June to 25 October, 100 artistic proposals will present unusual «landscapes», produced by talented regional, national and international artists.

www.paysagesbordeaux2017.fr



NEW CULT(URAL) SITE

Originally a cultural website created by the famous Mollat bookshop, Station Ausone has now taken on a physical form! The 300-seat auditorium is equipped with ultramodern facilities and hosts meetings with authors, lectures, presentations, and other events organized by the bookshop and its partners. The objective: to create a space devoted to the expression and dissemination of knowledge.

www.station-ausone.com



BORDEAUX'S NEW MUSIC SCENE

Bordeaux's rock, pop and electro scene is as vibrant and dynamic as ever: a rich variety of groups, associations, labels, clubs, and venues contribute to the city's constantly evolving musical landscape.

Until the 1990s, Bordeaux was, alongside Berlin, the capital of experimental music. In 1965, Roger Lafosse founded the Sigma festival, which remained a major international contemporary arts event for several decades. With this rich heritage as a foundation, the city continues to be inspired by the same alternative, independent spirit and resonates with all the genres of modern music.

UNDERGROUND MUSIC

Thanks to the young generation that has followed in the footsteps of *Noir Désir*, Bordeaux has been and remains a leading city in terms of rock, and is developing an increasingly diversified scene. Other genres such as electro, rap, hip-hop and pop-folk are spawning native Bordeaux groups with the likes of *I Am Stramgram* (pop-rock), who produced the music for the tourist office's new promotional video, *Bengal* (electro-pop), *Eiffel* (rock), *JC Satan* (metal), *Tamplé* (pop-rock), *Smokey Joe & The Kid* (electro hip hop), *Odezenne* (hip hop-rap), and *Fayçal* (rap).

Boosted by a lively community association culture and dynamic labels (such as *Allez les Filles* and *Banzaï Lab*), new shoots thrive in fertile soil, nourished by festivals like **Bordeaux Rock**, **Tremplin des 2 rives**, **Relache**, **Ocean Climax**, **Vibrations Urbaines**, **ODP Talence** and regional events such as **Garorock** in the Lot-et-Garonne.

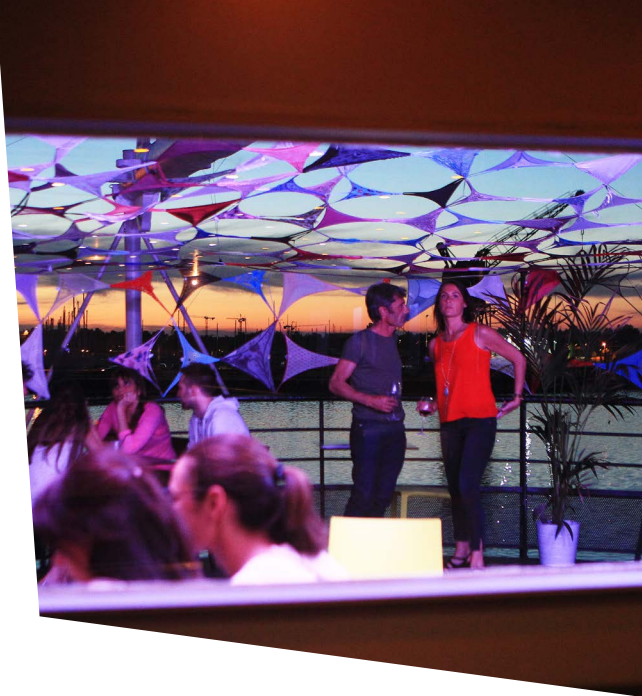
Numerous events devoted to electronic music help to develop this diversity: the **Hors Bord Festival** in the Bassins à Flot, **Bordeaux Open Air**, **Kamikaze** week, whose programme every year includes, among other things, electronic-themed picnics along the quay, or the electro evening organized inside the submarine base at the end of 2016.

WHERE TO GO

Venues: appreciate the Bordeaux musical scene at the **Rocher de Palmer** in Cenon, which has three auditoriums for 200 to 1,200 people and «Ze Rock» brasserie; at **Rock School Barbey**, a music school and springboard for Bordeaux youth; there is also the enduring **Krakatoa** in Mérignac and **Rock et Chanson** in Talence. These four establishments make up the Bordeaux Metropolitan area's network of «SMACs» («Active Current Music Scenes»), a form of collaborative structure that does not exist anywhere else in France.

Music bars: a myriad of bars hosting live bands add to the urban musical landscape, with venues such as the **Iboat** in the Bassins à Flot, **Antidote**, **Wunderbar**, and **Quartier Libre** in the Saint Michel district... Latino fans will appreciate **Calle Ocho**, while the **Pavé dans la Mare** offers DJ sets at the end of the evening. The atmosphere changes on the other side of the river at the **Caillou**, in the Botanical Garden, with a contemporary jazz programme.

Clubbing: later in the evening, head for the Bassins à Flot, the new party district. The fully renovated **La Dame** barge re-opened in the summer of 2016. The centre of town has several nightclubs, such as the **Black Diamond**, the Grand Hotel's very chic private club, the **Monseigneur**, the oldest club in Bordeaux, near Quinconces, or the **Bootleg**, a concert venue which turns into a club at midnight. Students meet on the Quai de Paludate in the numerous late-night bars, pubs, and discotheques such as **La Plage**, an institution that is the largest open-air dance floor in a city in France.



THE IBOAT

Moored in the Bassins à Flots, the IBoat barge offers a programme of concerts, DJ sets and alternative bands. The IBoat is also a restaurant, nightclub, and exhibition space: a temple to the arts, it is one of Bordeaux's trendiest venues! See the 2017 programme here:

www.iboat.eu/Agenda/Evenements/Index.html



OCEAN CLIMAX FESTIVAL #3

For the third consecutive year, the Darwin centre will host Ocean Climax from 8 to 10 September, a flourishing «eco-celebration» with an ocean and climate theme. The three-day festival offers an eclectic, multicultural programme, in support of the Surfrider Foundation Europe and Emmaus Gironde, with more than 30 artists performing on three stages, 20 international speakers, street artists and sports events (skateboarding, BMX, cycle-polo, and Cata raid).

www.oceanclimax.fr



«THIRD PLACES» IN BORDEAUX

Breaking with conventions, reinventing consumer habits and our approach to work, providing spaces for free expression... A review of some of Bordeaux's «third places» that promote such ideas and are reinventing the city.

Bordeaux has adopted the collaborative economy. Shared work and discussion places are proliferating on both banks of the Garonne River, mirroring the spread of coworking spaces: La Ruche near Gambetta, Le Node in Saint-Pierre District, La Girafe in the Chartrons district, Loco Coworking in Pessac, and many more.

«SHARING» LIFESTYLE

Darwin is a full-scale innovation crucible in the forefront of this movement. This 20,000 m² former military barracks on Quai des Queyries on the right bank is constantly bubbling with activity. It acts as a green economy hub, featuring an urban farm, an XXL skatepark, free expression spaces for graffiti artists, an organic grocery, Le Magasin Général restaurant, co-working spaces, a bike-polo field, and a wellness centre (Le Bivouac), with a charming «found» décor.

www.darwin-ecosysteme.fr

In Bacalan area, **PIP (Pression Imparfaitement Perfect)**, the first collaborative brewery project in France, has just opened in the shared gardens of Les Vivres de l'Art.

www.pjpbriere.com

On the other side of the bridge, opposite the Darwin centre, recline on a deck chair with your feet in the sand at Chantiers de la Garonne and enjoy a platter of seafood, or a beer from the nearby microbrewery, as the sun goes down over a spectacular view of Bordeaux and the Garonne. This former shipyard has been revived by Darwin and is also home to the Marins de la Lune watersports club, which offers sailing, rowing, and surfing activities. Reopening in the spring.

<http://bit.ly/2h0vEdX>

«ARTY» LIFESTYLE

Les Vivres de l'Art, a must-see artists' workshop, located in the former French navy provision stores, attracts inquisitive visitors. An art gallery, exhibitions, concerts, festivals, and artists in residence are all directed by sculptor Jean François Buisson.

www.lesvivresdelart.org

La Fabrique Pola is a workshop space dedicated to contemporary creation and artistic production which will be set up in the autumn on the right bank in the former Pargade factory.

www.pola.fr

Since 2010, **eight rather curious looking shelters**, in the shape, for example, of a cloud, an owl, or a star, have appeared on the walking trails around the city. The latest one, a prism in Ambarès-et-Lagrave opened in October 2016. The collection will continue to grow in 2017 with a new shelter in Haillan on the edge of Jalles.

<http://lesrefuges.bordeaux-metropole.fr>



SUBMARINE BASE

This imposing structure dominates the Bassins à Flot skyline: the submarine base, a former bunker built during the Second World War, has been converted into a cultural centre. It offers an eclectic programme of exhibitions, concerts, DJ sets, opera and jazz...

<http://bit.ly/2bsRalw>



BORDEAUX: CAPITAL OF STREET ART

Street art, a relatively new art form, has been decorating the walls of Bordeaux for more than twenty years. The stimulus for an increasing number of initiatives and events, the metropolis dedicated a cultural season to street art in 2016. The Darwin centre highlights this form of urban expression on vast walls covered with images, drawings, and tags. In the Chartrons district, M.U.R, organized by the Pôle Magnetic collective, creates ephemeral murals. Cultural centres, such as the COX Gallery or the Bernard Magrez Cultural Institute, host street art exhibitions. And lastly, during the summer season, the Bordeaux tourist office offers guided bicycle tours of the most spectacular street art creations.



UNUSUAL ACTIVITIES IN BORDEAUX

From unusual to hair-raising or simply amusing... Out-of-the-ordinary activities abound in Bordeaux! Here is a review of some favourites...

SURF IN THE CITY CENTRE

Enjoy a drink after a spot of surfing... or the other way around! All this and more is available at the Wave Surf Café, which offers an «indoor wave» and a bar. Freestyle or with an instructor, surfing and bodyboarding can be enjoyed - or simply observed - all year round in the heart of Bordeaux's Chartrons district.

www.wave-surf-cafe.fr

TRY YOUR HAND AT CYCLE-POLO

Bordeaux has its own cycle-polo team! This relatively little-known sport developed in Ireland in the 2000s, and is a mixture of traditional polo and hockey, played with bikes instead of horses. It is played on a hard surface, with 3 against 3 for 10 minutes, or until a team scores 5 goals. The Bordeaux Cycle-Polo association welcomes spectators during training and for introductory sessions at the Caserne Niel in the Darwin Centre.

For roller-skating enthusiasts, the facility is also suitable for roller derby matches.

<http://caserneniel.org/bordeaux-bike-polo-2>

CANOEING ON THE GARONNE

Wilderness islands, fishing huts perched on stilts and majestic bridges are all part of the river landscape that can be explored by canoe or stand-up paddle boarding. Depending on your dexterity with a paddle and the tide, you can visit areas that are not accessible in larger boats. 1 April to 31 October.

www.bordeauxcanoe.com

EXPERIENCE WEIGHTLESSNESS

Without going into outer space! The only company in Europe to offer such a service, Novespace in Mérignac, organizes flights on its Airbus A310 ZERO-G. Passengers can float and fly about the plane's vast cabin, just like a trip into space. A real extra-terrestrial adventure! The next flights are on 14 April and 22 June 2017. Exception has a price : €6,000.

<http://www.airzerog.com/en/>



TOUR THE VINEYARDS AND THE CITY IN A MEDIA-GUIDED CAR

Memosine offers a new tourism experience: explore Bordeaux and its vineyards in special «media-guided» vehicles. Guided by a tablet, the user can drive a two-seat electric vehicle with a 360° view at their own pace through Bordeaux, or a convertible through the vineyards. The guide is triggered automatically along the route, offering a wealth of information and interesting stories.

<http://memosine.com/en/>



FOR BUDDING SHERLOCKS

Deduce who stole a bottle of Saint Emilion, or find your way out of the subterranean passages of Château Trompette (a castle that was once part of the huge Place des Quinconces)... Escape games, essentially a series of puzzles that are solved as a group, are becoming increasingly popular in Bordeaux. Most of them are based on scenarios that are connected to Bordeaux's rich history.

bordeaux.escapehunt.com

www.wescape.fr/clock-escape-bordeaux



BORDEAUX GOES GREEN

Bordeaux is at the top of every French ranking of liveable cities. Why? The attractive living environment, its commitment to eco-friendly transport, and nearby unspoilt countryside!

A CYCLIST'S PARADISE

In 2015, Bordeaux was among the top 10 most cyclable cities in the world (source: Copenhagenize). The urban area sets the example, with 163 km of cycling trails. Find seven routes (6.5 - 33 km) for exploring the city by bike on this site:

<http://bit.ly/itinérairesVélo>

Looking for a bike? 1,800 VCub bikes are available at 177 self-service pickup points throughout the urban area. The VCub Facile app makes it easy to sign up to the service, check the list of pickup points with bikes available, and borrow one using your smartphone at one of the contactless VCub terminals.

www.vcub.fr

Another alternative: take Citeis 47, the eco-friendly electric shuttle bus that winds through the heart of the city or call a Happy-Moov cycle-taxi - the drivers are also a mine of useful addresses.

www.happymoov.com/bordeau.php

OUTSTANDING NATURAL HERITAGE

The Bordeaux Métropole area includes **29,000 hectares of natural vistas**: woods, hillsides, landscaped parks, pine forests, private gardens, agricultural areas and marshlands.

Bordeaux residents rediscover their parks: **Parc Bordelais** in Caudéran, **Jardin Public**, **Parc Palmer** in Cenon, and the **Jardin Botanique**, focal point of the Bastide district. The **Parc des Jalles**, to the North of Bordeaux, is the green lung of the Metropolitan area. This 4,500-hectare nature reserve is home to around fifteen protected species, including white stork and European mink. A 10-minute drive takes you to the artificial grottos at the **Parc de Majolan** in Blanquefort - a sight not to be missed.

To the south, the 6 km trail along the banks of the **Eau Bourde** stream in Gradignan is ideal for walking and cycling. Must see: historic Cayac priory and Montgaillard mill.



On the right bank, the **Parc des Coteaux**, running through Bassens, Lormont, Cenon, and Floirac, offers over 25 km of walking trails and amazing views over the Garonne River, as well as featuring musical hikes and botanical trails. The first few kilometres of the major «green thread» project, enhancing the walking trails through Floirac, were inaugurated in May 2015.



A ROMANTIC STROLL

Poetic and bucolic, Majolan Park in Blanquefort is an ideal place for a romantic stroll or a family outing. Thanks to its artificial caves, 4-hectare lake, bridges and rare trees, it has been officially acknowledged as one of France's «Remarkable Gardens».



BORDEAUX'S BEACHES

The ocean is less than an hour from the city by car, but there are also beaches in Bordeaux itself! There is a lake-side beach in the north of Bordeaux, and another in Bègles in the south. Open from June, they are surrounded by green spaces, and both have a supervised bathing area.



FINE DINING IN BORDEAUX

The city is a playground for haute cuisine chefs, and has also spawned a new generation that champions the specialities of South West France. There are now more than 1,600 restaurants, compared to 987 ten years ago: Bordeaux has become a hot gastronomic destination!

MARKET DAYS

From Tuesday to Sunday, you can marvel at the choice along the aisles of the **Capucins market**, one of the largest in the Metropolitan area. People meet there on Sundays for brunch, graze on tapas, or enjoy seafood platters to the sound of a jazz band. Or head for the **Chartrons market** on the waterfront to taste oysters from Arcachon Bay, local specialities like «tricanilles» or Grenier Médocain, a sliced tripe sausage, and admire the view of the Garonne River. A recent addition, in Le Tasta district of Bruges on alternate Wednesdays, features an **open-air farmers' market** and food trucks offering gourmet delights.

EAT WITH THE STARS

The last couple of years has seen the arrival of several top chefs with **Philippe Etchebest** at the Quatrième Mur in 2015, British chef **Gordon Ramsay** at the Pressoir d'Argent (1 star), and finally **Pierre Gagnaire** at the luxurious Grande Maison in mid-2016.

These establishments join the Gironde's star-studded landscape, which already includes such gastronomic delights as: the **St. James** in Bouliac (1 star), **Le prince Noir** in Lormont (1 star), the **Grand' Vigne** in Martillac (2 stars), **Les Belles Perdrix** at Château Troplong Mondot (1 star), **Château Cordeillan-Bages** in Pauillac, **l'Hostellerie de Plaisance** in Saint-Emilion and the historic **Pavillon des Boulevards**, **Gabriel** and **Chapon Fin** in Bordeaux.

INFORMAL EATING

Miam Bordeaux organizes gourmet walks in Bordeaux in small groups, to meet passionate artisans and taste local products.

<http://miam-bordeaux.fr>

Try a **Sunday brunch**: American-style at Plume Small Kitchen, relaxed at Chez les Tontons, British at the Breakfast Club, Scandinavian at Koeben, organic at the Magasin Général in the Darwin complex, or local at La Cagette Cantine Fraiche.

WORTH TRYING

Affordable, exciting restaurants also flourish on the streets of Bordeaux, such as **Le Taquin** bistro and cocktail bar in Saint Michel, the trendy **Symbiose** on the Quai des Chartrons, which received Le Fooding's 2017 Best Original Bar award, or **Racines** led by the Scottish leader, Daniel Gallacher.

Restaurants such as **Côté Rue**, **Garopapilles** and **Le Hâ** flirt with haute cuisine, offering a menu that will delight lovers of imaginative culinary associations combinations.

An interesting new arrival is **La Grande Poste** which opened on the Rue du Palais Gallien at the end of 2016 and hosts a range of cultural activities, with a stage and auditorium, a bar and restaurant, and artist-designer workshops.

For an organic or vegan lunch, try the **Cosmopolis** in St. Michel. For local products, that come from less than 200 km around Bordeaux, head for **Belle Campagne** in the old part of Bordeaux.

Fusion cuisine is definitely part of the Bordeaux scene: **Miles** reveals influences from all over the world, as does the newcomer, **Mampuku** («full belly» in Japanese), as well as **Nama** and **Dan**, taking delicious inspiration from Asian flavours.



LE BORDEAUX BRASSERIE GORDON RAMSAY

Opposite the Grand Théâtre, Gordon Ramsay has been offering a British version of south-western brasserie cuisine since June 2016. The menu includes Beef Wellington, fish and chips, and snails from Loupiac... Accompanied by a wide selection of wines, naturally with a preference for Bordeaux.

<http://bordeaux.intercontinental.com>



A STREET BURSTING WITH GOURMET DELIGHTS

Hasnaâ Ferreira, the creator of the Hasnaâ brand of Grand Cru chocolates was voted best chocolate-maker of 2016 at France's Chocolate Fair. Having been discovered on the television show Top Chef, she opened a shop in the city centre, on the Rue de la Vieille Tour, opposite Chez Pascal's «Dunes Blanches» (which offers cream-filled choux buns, a local speciality), and a few doors along from the «Alchimiste» coffee roaster. No wonder the street is known as «la rue de la gourmandise»!

www.hasnaa-chocolats.fr



DIGITAL SERVICES: THE BORDEAUX ABC

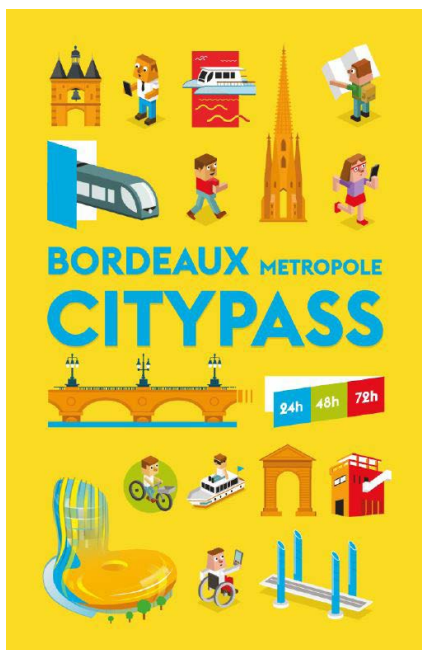
To make the region more attractive and accessible to tourists and event organizers, the Tourist Office offers a trio of digital services at the cutting edge of technology, the Bordeaux ABC: **A** for Assistant Bordeaux, **B** for Business Pass, and **C** for CityPass.

BORDEAUX ESSENTIALS

- Free access to over 20 museums and monuments (Grand Théâtre, CAPC Contemporary Art Museum, Musée d'Aquitaine (Aquitaine Museum), Museum of Fine Arts, Musée National des Douanes (National Customs Museum), Museum of Decorative Arts and Design, Création Franche Museum, Bernard Magrez Cultural Institute, Pey Berland tower, Porte Cailhau, Palais Rohan, Saint Michel spire, etc.).
- Free access to La Cité du Vin (on the morning).
- Free public urban transport on TBM (tram, bus, « BatCub » river shuttle).
- Free guided tours of Bordeaux' Unesco heritage sites.
- Free panoramic tour on a double-decker bus.
- Reductions on vineyard excursions, river cruises, leisure activities, etc.
- With a CityPass 72h, free access to some iconic and historical sites around Bordeaux: Saint-Emilion (tour of the monolithic church), Blaye (visit of Vauban's fortifications), Arcachon (guided tour of the city)...

NEW FROM MARCH 2017

1. Access to La Cité du Vin, Bordeaux's major new tourist attraction, will be included in the CityPass.
2. For optimal use, the CityPass will change its format and be available for 24, 48 and 72 hour periods.
3. A world first: possessors of the CityPass will benefit, during their card's period of validity, from the services of a personal assistant, a genuine «destination concierge» that comes in the form of an iPhone and Android application called «Assistant Bordeaux» (see focus).

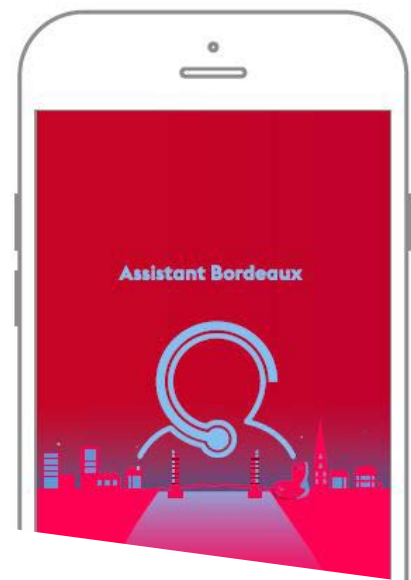


PRICES :

24 hours: €29
48 hours: €39
72 hours: €46

Available from the Bordeaux Tourist Office, TBM sales outlets, and online:

<http://bit.ly/1Ot6Erg>



ASSISTANT BORDEAUX

An ideal mobile application for tourism thanks to a revolutionary concept: the user can ask any question, to which the Assistant replies within a few minutes. You can just as easily book your airport transfer, find a restaurant with gluten-free dishes, or quickly identify a doctor who speaks English, Chinese, German... Available in French, English and Chinese, Assistant Bordeaux provides customised assistance in your language, making it easier to discover the destination. Available through a weekly subscription (€5) on sale at the Bordeaux Metropole tourist office. Access included with the CityPass.

Downloadable from Apple Store and Google Play.

www.assistant-bordeaux.fr



THE BUSINESS PASS FOR BUSINESS TRAVELLERS

In the form of an app, the Business Pass helps, guides and facilitates business travellers' visits to Bordeaux. Organizers can buy the pass ahead of the arrival date: they then choose the number of days of activation, and the number of codes to be generated, and give each participant their personalized access. The Business Pass also has a personal assistant, and includes transport and practical information such as access maps, and the detailed programme of the event that the user is attending.

Available on the Apple Store and Google Play from spring 2017.



ACCOMMODATION – A ROOM IN THE CITY

Luxury, charm, and concept hotels, bed and breakfasts, and furnished flats: in just a few years, the metropolitan area has developed a dynamic offer capable of accommodating the nearly 6 million visitors who stayed in the city in 2016.

AN ECLECTIC RANGE

Magnificent 4* and 5* hotels, both in the city and surrounding area, focus on wellness, with world-renowned spas (InterContinental Bordeaux - Le Grand Hôtel, Les Sources de Caudalie, Hôtel de Sèze, etc.).

The international brand hotels are concentrated in three main areas: Mérignac, Mériadeck, and Bordeaux-Lac. The Mercure Château Chartrons is currently considered the largest hotel in Bordeaux, with 215 rooms, while the Pullman Bordeaux Lac offers elegant comfort and easy access to the Médoc vineyards. Several hotels boast Michelin-starred restaurants: Relais & Châteaux Cordeillan Bages in Pauillac, Relais & Châteaux Saint-James in Bouliac, and La Grand'Vigne in Martillac, while concept hotels are proliferating in the city centre. Seek'oo was the forerunner in futuristic design, followed by the Boutique Hotel (and wine bar), Mama Shelter, designed by Philippe Starck, Hotel Yndo, and Hotel de Tourny that has just opened a luxurious expansion: Les Suites de Tourny. The Best Western Bayonne Etche Ona hotel, just 100 metres from the Grand Theatre, has recently renovated its two 18th-century buildings, offering a choice of two styles: Art Deco or «curiosity cabinet».

SMART IDEAS

For travellers on tight budgets, several hotels right in the heart of Bordeaux are **guest-friendly** down to their **prices** and offer rooms from 60 Euros in low season. The Hotel du Theatre, near Place de la Comédie, has a surprisingly quirky décor, with 23 rooms named «Hawaï», «Namaste», «La Plage», etc. Hotel Clémenceau and Hotel Continental offer every modern comfort in charming, 18th-century stone buildings, typical of Bordeaux.

BED AND BREAKFAST BOOM

There has been spectacular growth in the number of bed-and-breakfasts, with 130 now open in the urban area, including 70 in Bordeaux itself! Owners of city mansions and elegant homes invite their guests to share a certain Bordeaux lifestyle (Une Chambre en ville, L'Hôtel Particulier, la Maison Fredon, la Course, etc.).



HOTEL DES QUINCONCES

Benefiting from its location in a building classified as an Historical Monument, the Hotel des Quinconces opened at the end of 2016 and offers nine rooms named after different varieties of wood, such as Santalum, Marronnier, Grenadilled, Erbale, and Kinmokusei. History mingles seamlessly with modernity in this unique, peaceful environment, a short walk from the centre of town. Breakfast and brunch can be enjoyed contemplating the magnificent Zen garden.

<http://hoteldesquinconces.com/?lang=en>



A LUXURY HOTEL AMONG THE VINES

In the heart of Château Smith Haut Lafitte's vineyard in Martillac, Les Sources de Caudalie was officially classified as a luxury hotel in 2016, thereby joining the prestigious circle of 23 such institutions in France. The property also offers a Vinotherapie® spa, three dining options, including a two-star restaurant, and a wine bar.

www.sources-caudalie.com/en/



BORDEAUX AS A BUSINESS DESTINATION

Another success story! Bordeaux is a business destination in its own right, and hosts numerous conferences and corporate events every year.

The **International Congress and Convention Association (ICCA)**, recognized by professionals all over the world, ranked Bordeaux at **France's 4th city** in terms of international conference facilities in 2015. Bordeaux was **93rd worldwide** and **50th in Europe**.

2017 are likely to boost this ranking with **new developments** such as La Cité du Vin, the arrival of the high-speed train line, bringing Bordeaux closer to Paris, and the metropolis's investment in a **new conference facility (an additional hall for the Exhibition Centre)**.

This effect is accentuated by several competitiveness clusters, an extensive aeronautics and space hub, a leading position in optics and lasers, and strong expertise in nano and biotechnologies, neurosciences, Health ICT, wood, and sustainable construction. Another advantage is the potential represented by 88,000 students, 11,600 researchers, and the fact that Bordeaux University is one of 5 'IDEX' (Initiative d'Excellence) universities in France, which receive government support to develop R&D and international links.

COMING TO BORDEAUX IN 2017

The 2017 calendar of business events looks promising with the **APM Convention** (Association of Progress Management) and its 4,000 participants on 14 and 15 September. A huge tent will be installed on Quinconces place, and some activities will be organised in all the city (La Cité du Vin, CAPC museum, Cours Mably). **The National Lawyers Convention** (5,000 participants) will take place from 18 to 21 October.

There is also the European Animated Film forum **Cartoon Movie**, scheduled for 8 to 10 March at the Convention Centre. The last edition gathered nearly 750 professionals (film makers, producers, investors) from 40 countries.



THE CLUB DES AMBASSADEURS DE BORDEAUX

In 2007, the Convention Bureau launched the Club des Ambassadeurs de Bordeaux to promote the city and attract more conferences. Its 220 members are Bordeaux personalities, including, scientists, engineers, and influential people from business, R&D, and industry. They are active members of networks and associations and facilitate the organization in Bordeaux of major conferences in their respective specialities.

<http://bit.ly/2ilwKuU>



THE CONVENTION BUREAU, GATEWAY FOR ORGANISERS OF TRADE AND CORPORATE EVENTS

The Bordeaux Convention Bureau provides free expertise to organisers of trade and corporate events: choice of venue, service providers, and activities. The team analyses event specifications and prepares proposals to ensure that Bordeaux becomes increasingly popular for trade events.

Useful reading: The «Bordeaux Congress & Meeting Guide», a practical handbook for organisers of trade and corporate events.

<http://congress.bordeaux-tourism.co.uk>



BUSINESS TOURISM: A FUTURE-ORIENTED METROPOLITAN AREA

The opening of La Cité du Vin and Euratlantique project, the arrival of the LGV high-speed rail link, redevelopment of the Bassins à Flot area, modernisation of the Exhibition Centre... by 2017/2018, Bordeaux will have completed its transformation with more extensive, thoroughly modern infrastructures devoted to business tourism.

THE TOP 5 CONVENTION VENUES

In the city centre:

Cité Mondiale: on the waterfront in the city centre with a 300-seat auditorium.

Palais de la Bourse: a modern Convention Centre, on one of the loveliest squares in the world, housed in a magnificent, 18th-century palace. It is a unique, prestige venue with a capacity for over 1,000 persons.

Hangar 14: in the Chartrons, overlooking the Garonne River, with 5,400m² on 2 floors, for trade shows, public exhibitions, and product launches.

On the Bordeaux Lac site, accessible by tram from Saint Jean station and the city centre in 15 minutes (line C):

Convention Centre: 1,850 seats in 3 auditoriums, including one seating 800, a luminous structure designed by Wilmotte, in a natural setting on the lakeside. Access to 1,400 hotel rooms, 15 restaurants, and a casino within a 5-minute radius.

The Exhibition Centre: the second largest exhibition centre in France outside of Paris, after Lyon, with 80,000 m² of covered space, and four modular halls offering 30 hectares of facilities for international fairs.

THE EXHIBITION CENTRE GETS A FACELIFT

The Exhibition Centre is a core feature of Bordeaux Métropole's infrastructure and is vitally important for the development of business tourism. To increase the capacity and quality of the facilities, a new hall will be built in place of the current Hall 2 (14,000 m²). It will increase the centre's overall capacity, complementing the existing Hall 1 (50,400 m²), Hall 3 (14,500 m²) and Hall 4 (6,000 m²).

This new multifunctional hall will be completed in 2018, providing a flexible space that can accommodate 4,000 to 6,000 people, with 12 committee rooms and an exhibition area. In a second stage, Hall 1 will be gradually renovated. The operation also includes a complete redevelopment of the access forecourt and the public reception area. The total investment is estimated to be 77 million euros.

COMPREHENSIVE HOTEL OFFER

With a total of 1,130 hosting - with 207 hotels and apartment hotels - and 31,000 beds, Bordeaux Métropole has a diversified offer: business hotels close to centers of congress, to charm in vineyards, hosts' houses in city heart, and even a 4* campsite with 240 bungalow.

On horizon 2020, about **500 new rooms** are coming to enrich the offer of Bordeaux. In the district of Bassins à flot, three hotel projects are planned: **Radisson Blu 4*** of 125 rooms, including panoramic restaurant view meeting rooms and spa (spring, 2018), and **two hotels** in front of La Cité du Vin (in 2020).

Near the Gare Saint Jean and within the Euratlantique project, the offer is going to be strengthened with the construction of a **new hotel from the Hilton network**. On the right side of the bank, a **hotel** and a **business tourism residence** will open.



EVENTS AT LA CITE DU VIN

La Cité du Vin, is a marvellous venue for conferences, seminars, and receptions. Several areas are available for organizing private events: the 250-seat auditorium, modular reception rooms (configurations for 130 - 250 persons) and four workshop areas for 15 - 50 persons, giving a total capacity of 165 persons. The possibility of holding private events in the entire building is currently under consideration.

www.laciteduvin.com



FLOATING MEETING VENUES

Bordeaux River Cruise organizes customised cruises for conferences, gala dinners, incentive seminars, and team-building activities on its three river boats, with capacities of up to 280 passengers. It is possible to land on Île de Patiras, opposite Pauillac, in the middle of the Gironde Estuary, and hold private cocktail receptions for up to 150 guests in this idyllic natural spot surrounded by water, with its extraordinary views.

<http://bordeaux-river-cruise.com>



ARCHITECTURE, DESIGN AND URBAN PLANNING

From 15 to 25 September, the city will be holding the Agora Biennial of Architecture, Design and Urban Planning, a major event in Bordeaux's calendar. It is an opportunity to remember that Bordeaux has inspired numerous urban planners, and has developed new neighbourhoods that are re-shaping the city.

AN URBAN PLANNER'S CITY

The Bordeaux metropolis' heritage includes buildings and facilities by some of today's great architects and designers: the rooms and restaurant at the Mama Shelter hotel and Château Les Carmes Haut-Brion's winery were designed by Philippe Starck, the hotel Saint James by Jean Nouvel, the Matmut Atlantique stadium by Hertzog & de Meuron, Maison Lemoine in Floirac by Rem Koolhaas, the County Court by Richard Rogers, and the CAPC Museum of Contemporary Art by Andrée Putmann.



MAJOR PROJECTS

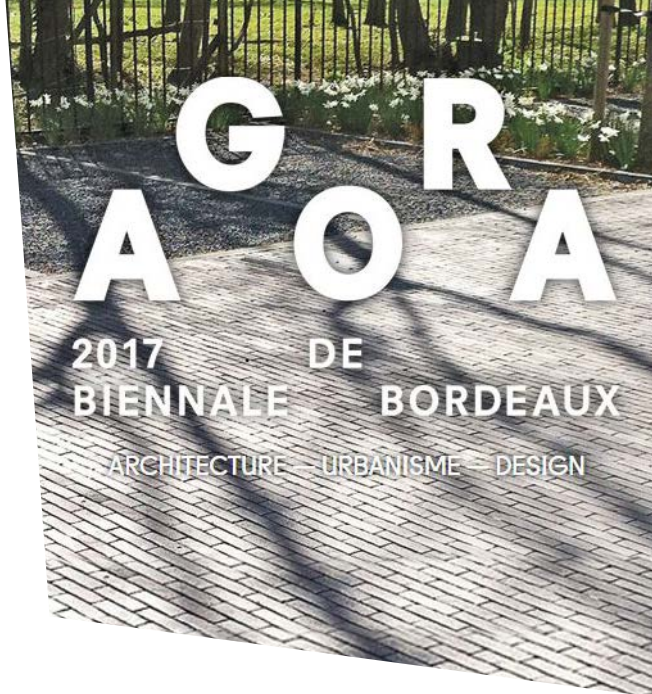
In the north of the city, the **Bassins à Flot**, the old manufacturing district, located between the Chartrons and Bacalan is undergoing a transformation: a massive 160 hectare construction site (including 22 hectares of water, the former wet docks) in which buildings and major projects are springing up like mushrooms, under the gaze of Nicolas Michelin, who is in charge of the development. Ultimately, 700,000 m² of housing, hotels, economic activities and amenities will be created, just six tram stops from Quinconces. Open to the river and bathed in light, the zero-energy neighbourhood will consume as much as it produces, and be traversed by three kilometres of landscaped paths.

In the south, on the other side of the city, another revolution is being prepared, in the form of **Bordeaux Euratlantique**. One of the largest urban development projects in France, with 738 hectares spread over Bègles, Bordeaux, and Floirac, it will provide 500,000 m² of offices, 17,000 housing units and 100,000 m² of shops and hotels around Bordeaux's train station. The future economic lungs of the city, Bordeaux Euratlantique intends to provide an attractive location for large company headquarters: the Caisse d'Épargne Aquitaine-Poitou Charentes, the Caisse des Dépôts, Adim-Vinci, and Fayat have already committed.

www.bordeaux-euratlantique.fr

An integral part of the Euratlantique project, the **Bordeaux Métropole Arena**, signed by Rudy Ricciotti (creator of the MUCEM in Marseille) will be located on the right bank next to the future Jean-Jacques Bosc bridge. With 11,300 seats, it will host a variety of cultural, entertainment and sports events and is scheduled to open in the first quarter of 2018.

www.bordeauxmetropolearena.com



AGORA 2017

To accompany the profound changes that Bordeaux has undergone since 1995, Alain Juppé, the Mayor of Bordeaux, created Agora in 2004, a biennial event devoted to architecture, urban planning and design. This seventh edition, whose organizing committee has been entrusted to architect Bas Smets, will take place from 15 to 25 September in Hangar 14 and all over the city, with the theme of landscapes. The event will award five prizes: for architecture, design, a call for heritage ideas, associations, and video.

www.agorabordeaux.fr



A FACELIFT FOR THE SAINT JEAN STATION INTERCHANGE

With the arrival of the high line train speed, there will be 18 million passengers passing through Bordeaux every year by 2020. To deal with this increased traffic, a large-scale modernization and expansion project, involving 14 different sites, was launched at St. Jean station in 2014. This includes the renovation of the great Hall and its magnificent glass roof, replacement of the escalators, renewal of tracks, redevelopment of the platforms, and reorganization of the Guitt bridge. The interchange will be completed in 2017.



BORDEAUX – GOLF DESTINATION

With around fifteen golf courses in the Bordeaux area, keen golfers have plenty of choice. Clubs just a few minutes from the city centre, on Arcachon Bay, in the Médoc, and near Saint-Emilion provide opportunities to play 9 or 18 holes and explore four very different areas.

CITY GOLFERS

What a pleasure to find a golf course in the city! The Bordeaux metropolitan area has three: Golf Bordelais in the suburb of Caudéran (18 holes), Bordeaux-Lac golf course, with two 18-hole courses and a pitch & putt in a green setting, and Golf de Pessac, with its fairways set among pine trees and ponds on a 120-hectare estate, just a few minutes from the airport. Facilities: an 18-hole course, a 9-hole course, and a pitch & putt.

SEASIDE ATMOSPHERE



The five courses around Arcachon Bay are bathed in wonderful scents of pine trees and sea air: Aiguilles Vertes in Lanton, with 9 holes, is an ideal place to warm up; the Arcachon International golf club has an 18-hole course beside Arcachon Bay, near the Dune du Pilat; Golf de Gujan (27 holes) is reminiscent of Florida, with its varied courses well-integrated in their natural surroundings; the course in Biscarosse is more challenging, with narrow fairways nestling between two dunes; and

the latest addition,, opened in 2013, is the Cap-Ferret's 9-hole pitch & putt, the only course lit up at night.

BETWEEN SEA AND VINEYARDS

Head for the Médoc, with its great wines and endless beaches. The 18-hole Lacanau golf course is set in an enchanting environment among the pine forests. The 18-hole Margaux course winds through 45 hectares of forests and ponds, with lovely views over the estuary. The Médoc golf course has a Scottish feel, with moorland, pine trees, and wide fairways bordered with heather. This prize-winning club has two 18-hole courses and a 4* resort hotel. It was ranked 3rd-best golf course in France by the Rolex guide in 2010, among the Top 5 French golf courses by a jury of professional golfers, and n°1 by Fairways magazine in 2014. The Entre-Deux-Mers also has an 18-hole golf course in Cameyrac, with a particularly friendly atmosphere. And, finally, the Graves & Sauternes golf club has a lovely, 18-hole course.

FOR GOURMET GOLFERS

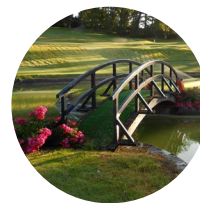
In the Dordogne: Château des Vigiers golf club has it all, with a 17th-century castle converted into a 4* hotel, 3 restaurants, and 3 9-hole courses, which may be combined to make several 18-hole courses. Teynac, near Saint-Émilion, offers an attractive 18-holes course, amid vine-covered hillsides, a restaurant in a former winery, and bed-and-breakfast rooms in the dovecote.



NEW CLUB ON THE RIGHT BANK

A 5-star, 18-hole golf course among vines and ancient oak trees, just a few kilometres from Saint-Émilion, was inaugurated in October 2015 by the Mourgue d'Algue family, which boasts several champion golfers. The Grand Saint-Émilionnais Golf Club course was designed by American Tom Doak, one of the best architects in the world, known for his «minimalist» style, which fits organically into the natural landscape. Picked by golfing magazines as one of the most eagerly-awaited courses in the world in 2015, it has every feature necessary to attract an international clientele.

www.segolfclub.com



A VERY PRIVATE GOLF CLUB

The 4* Hotel de Sèze, an up-to-date hotel in a classical, 18th-century building, combines cosy décor and bespoke service. The family who own the hotel have set up two, compact 6-hole golf courses in Carignan, just outside the city, where hotel guests may play to their hearts' content.

www.hotel-de-seze.com/home/



BORDEAUX: CROSSROADS OF THE SOUTHWEST

Atlantic beaches or Pyrenean peaks? The vast expanses of the Landes forest or the rich countryside of Périgord? The vineyard landscapes of Bordeaux or Cognac? The Southwest's ocean port, Bordeaux serves as the starting point for a wide range of cultural, gourmet, and sports activities.

BREAKS AROUND BORDEAUX

Only a short drive away, the **Gironde estuary** is a world of its own, with secret Islands, the Vauban fortifications, and eccentric looking fishermen's cabins perched on stilts along the banks - a fascinating region that can be explored by car, or for a really authentic experience, take a cruise from Bordeaux.

Arcachon is barely an hour away: the seaside town still has a Belle Epoque style (some of the old villas are listed buildings); nearby is the famous Pyla sand dune, a string of little oyster ports and Cap-Ferret on the other side of the bay. If you want ocean waves, endless beaches and fragrant pine trees, head for the coast by the **Landes forest**, the largest area of maritime pines in Europe offers a paradise of hiking trails and cycle paths.

An hour and a half north of Bordeaux, the **Charente** is famous for its cognac. On the other side of the Gironde estuary lies Royan, a city of art and history, with a mixture of modern Bauhaus architecture and 1920s style villas. Out at sea, the Cordouan lighthouse can be visited depending on the tide.

Two hours away is the old port of **La Rochelle**, with its three monumental towers and arcades in the historic centre. The city's aquarium is one of the largest in Europe. Between land and sea, explore the wonders of the islands with a trip to Ile de Ré, Madame, Aix or Oléron.

To the east lies a land of plenty: **Périgord**, with its proud châteaux, gourmet markets in Sarlat and Périgueux, the wines of Bergerac and the famous Lascaux Caves.

To the south: there is a dramatic change in the landscape as you enter the **Basque country**, with its vibrant villages, Biarritz and its surfing beaches, and Saint-Jean-de-Luz and its port. In the neighbouring region of **Béarn** lies Pau, with its British charm; formerly the land of Henri IV, it offers unspoilt valleys, hiking trails and ski resorts.

THE SPANISH CONNECTION

Spain is just a few hours' drive away, beyond the line of the Pyrenees. The links between Bordeaux and the Iberian Peninsula are undeniable, and go well beyond their geographic proximity; Bordeaux and Madrid became twin cities in 1984.

Numerous echoes of this historic relationship can be found in Bordeaux and the surrounding area, serving as proof of Spain's long-standing influence on the city: First, there is **Saint André Cathedral**, where Anne of Austria, the Infanta of Spain, married Louis XIII in the seventeenth century, then **Château Margaux** and the Galerie Bordelaise (whose original name was «Galerie de la Torre»), after the Spanish heiress who built it, the **Château Royal de Cazeneuve**, owned by King Henry IV of France, Queen Margot, and the Kings of Navarre, which was frequented by Louis XIV and the Spanish Infanta, Maria Theresa.

The great Spanish romantic painter **Goya** spent several years in Bordeaux, until his death in 1828. It was during this time that he painted the famous Milkmaid of Bordeaux. The Cervantes Institute has created a trail through the city dedicated to the painter, retracing the key locations where he spent his time.

Today, Bordeaux presents certain similarities with major Spanish cities: **Bilbao** has the famous Guggenheim Museum, while the French city has its Cité du Vin. **San Sebastian** is famed for its starred chefs and international cuisine; Bordeaux is steadily moving towards a similar level of recognition.



THE LASCAUX SAGA CONTINUES

Open since December 2016, the Centre International de l'Art Pariétal offers visitors the chance to admire almost all of the Palaeolithic frescoes and paintings. An immersive experience is made possible through the use of new image and virtual reality technology. In addition to the facsimile of the cave, visitors have access to exhibition spaces and digital presentations on cave art.

www.lascaux.fr/en



THE 2017 WORLD SURFING GAMES IN BIARRITZ

For the third time in the competition's history, the world surfing championships will be held in France. Biarritz, with its internationally acclaimed surfing beaches, has been chosen as the host city. From 21 to 28 May, the best surfers in the world, from 30 nations and 5 continents, will set out to conquer the Basque coast waves. A fitting way to celebrate the 60th anniversary of the arrival of surfing in France!

www.biarritz.fr

AGENDA 2017

CURRENT EVENTS

Until March, 5

«**Mummies never lie**» exhibition at Cap Sciences
www.cap-sciences.net

Until March, 25

Exhibition by Rosa Barba at CAPC museum
www.capc-bordeaux.fr/en/

Until March, 27

«**The silent nature, landscape by Odilon Redon**» exhibition at the Fine Arts Gallery of Bordeaux
www.musba-bordeaux.fr/en

Until April, 30

«**Tromelin, the island of the forgotten slaves**» exhibition at Aquitaine Museum
www.musee-aquitaine-bordeaux.fr/en

Until April, 30

«**You see me? From Ouaga to New York, new looks on Saint Michel**» exhibition at Aquitaine Museum
www.musee-aquitaine-bordeaux.fr/en

Until May, 31

Exhibition on the production of the ceramic factory Jules Vieillard at the House of the Bordeaux Bacalan project
www.bassins-a-flot.fr

JANUARY

19 January to 20 May

Exhibition B.D. Factory at Frac Aquitaine
www.frac-aquitaine.net

FEBRUARY

2 to 5 February

Jumping international at the exhibition park. World cup of show jumping
www.jumping-bordeaux.com/en/

10 to 19 February

Bordeaux celebrates chocolate #5 at the Botanical Garden
<http://jardin-botanique-bordeaux.fr>

11 to 12 February

Under pavements, the vineyard. Salon of current and natural wines at the Vivres de l'Art.
www.facebook.com/events/883649978439075/

11 February to 25 June

«**Mathissime**» exhibition at Cap Sciences
www.cap-sciences.net

21 February to 23 April

«**Photo-phylls**» exhibition at the Botanical Garden, which presents photograph of the Vegetable world theme
<http://jardin-botanique-bordeaux.fr>

27 February to 5 March

Les Toiles Filantes #13, film festival young audience at Pessac
www.lestoilefilantes.org

MARCH

5 March

Carnaval of the 2 Banks and crossing of both bridges of Bordeaux

8 to 10 March

Cartoon Movie, Event dedicated to the cartoon movie and to the digital image which will gather directors, producers, distributor come from the whole world
www.cartoon-media.eu

8 March until the end of June

«**Daniel Templon, gallery owner's portrait**», exhibition to the Cultural Institute Bernard Magrez, the portrait of the famous art dealer through 5 artists of his gallery
www.institut-bernard-magrez.com

17 to 19 March

Swing Art Festival #10, initiations into the dances swings, exhibitions, creator's vintage markets, live concerts in Chartron's hall
www.swingtime.fr

17 March to 21 June

«**Bistrot ! De Baudelaire à Picasso**» exhibition at La Cité du Vin
www.laciteduvin.com/en

18 to 25 March

Festival «The giggles of Bordeaux» at the Femina Bordeaux Theater Femina
www.theatrefemina.fr

23 March to 21 May

Carte blanche to Romain Tardy on the submarine Base
www.bordeaux.fr/o271/base-sous-marine

31 March to 2 April

The stopover of the Book #15, festival of the literary creations which gathers 150 authors and illustrators
<http://escaledulivre.com>

APRIL

1 to 30 April 2017

Routes of the photographers travelers in diverse places of Bordeaux
www.ifiphoto.com

15 April

Marathon of Bordeaux Métropole 3, first night-marathon in France
www.marathondebordeauxmetropole.com

21 to 22 April

International challenge of the Wine in the Exhibition center park of Bordeaux. 5 000 wines coming from 37 countries tasted by more than 700 professionals and warned consumers
<http://bit.ly/2jMEyhj>

MAY

6 to 7 May

«**Tous à l'opéra!**» European day of the Opera
www.operadays.eu/en

18 May to 17 September

«**Sculpture the line**» exhibition at the fine arts Gallery of Bordeaux
www.musba-bordeaux.fr/en

20 to 21 May

Show «Literatures of a journey» at Pessac
<http://bit.ly/2gx8ufB>

20 to 21 May

«**Weekend des Grands Crus**» #12 in the Hangar 14 and in certain properties
<http://ugcb.net>

20 to 28 May

International fair of Bordeaux at the Parc des Expositions
www.foirededebordeaux.com

25 to 28 May

Bordeaux Geek Festival at the parc des Expositions
<http://geek-festival.fr>

26 May to 4 June

Bordeaux Fête le Fleuve, big meeting of the lovers of the river and the nautical activities on the edges of the Garonne. The party will welcome the departure of the Solitary Urgo the Figaro
<http://bit.ly/2jxfOfv>

29 May to 3 June

«**Festival En Bonne Voix**» in the Park Razon at Pessac, which puts forward the french talent
www.pessac.fr/en-bonne-voix.html

JUNE

1 to 4 June

Festival Echappée Belle #25, outdoor show in Blanquefort
www.carrecolonnes.fr

2 to 4 June

Festival ODP at Talence
www.festival-odp.com

3 June until the end of February 2018
«Luminopolis exhibition» at Cap Sciences
www.cap-sciences.net

10 June

Tutti ! #3 participative concert of 600 chorus-singers in the auditorium of Bordeaux
www.opera-bordeaux.com

10 June

Gala d'étoiles #7 at the Casino théâtre Barrière of Bordeaux
www.casinosbarriere.com

15 June to 1 July

Les Epicuriales, foudoor party of gastronomy, in Bordeaux city center
www.epicuriales.com

15 June to 27 August

«Daniel Firman- Something Strange Happened Here», exhibition at the submarine base
www.bordeaux.fr/o271/base-sous-marine

18 June to 21 June

Vinexpo, big world show dedicated to the wine professionals
www.vinexpo.com

30 June to 2 July

Festival Garorock #21 in Marmande with Phoenix, Justice, M.I.A, Foals...
www.garorock.com

...

Fête de la Morue in Bègles
<http://fetedelamorue.mairie-begles.fr>

«The high-speed Archaeology. 50 sites searched between Tours and Bordeaux» at Aquitaine Museum
www.musee-aquitaine-bordeaux.fr/en

«Bordeaux and the madness of the railroad» exhibition to the archives of Bordeaux Métropole
<http://archives.bordeaux-metropole.fr/en>

JULY

2 July

Putting into service the High-speed rail road, putting Bordeaux at 2:04 am of Paris by train

8 July to 15 September

L'Été métropolitain #6, on the theme of the Landscapes and the development of the metropolitan natural and remarkable landscapes
<http://etemetropolitain.bordeaux-metropole.fr>

...

European and French BMX championship. European and French BMX championship
<http://www.fbc.fr/>

Festival «Les Hauts de Garonne», on the right bank of the metropolis

AUGUST

Reggae sun ska festival #20.

European's largest Festival of Reggae music in the Pessac, Talence and Gradignan University Campus
www.reggaesunska.com/en/

SEPTEMBER

8 to 10 September

Ocean Climax festival #3 at Darwin Bordeaux Bastide, festival about ocean and climate
www.oceanclimax.fr

9 September

Médoc marathon #33 on the theme «Music in 33 tours !»
<http://bit.ly/1pHshFx>

15 to 25 September

Biennial event of architecture and design Agora on the theme «**Landscape in movement, landscape in progress**»
www.agorabordeaux.fr

18 September to 15 October

Three exhibitions on the submarine Base within the framework of Agora
www.bordeaux.fr/o271/base-sous-marine

23 to 24 September

Fête du Cheval at the Racecourse in Bouscat
www.feteducheval-bouscat.fr

...

Decastar in Talence. International meeting of combined tests which welcomes the best athletes of the world
www.talence.fr

Festival Les Campulsations #10, including more than 20 cultural events
www.campulsations.com

Le bon goût d'Aquitaine #24, the biggest market of open-air producer in Aquitaine
www.larondedesquartiers.com

OCTOBER

1 October

Transhumance Urbaine #9 in Villenave d'Ornon, big metropolitan large-scale rural party
www.villenedornon.fr

5 to 25 October

Bordeaux Arts Festival, cultural, multidisciplinary international meeting
<http://fab.festivalbordeaux.com/>

21 to 22 October

New wine and flea market festival #37 in Chartrons quarter

...

The international Independent film festival of Bordeaux #6
www.fifib.com/en/

Pocket book show #13 in Gradignan
www.lireenpoche.fr

Vibrations Urbaines festival #20
vibrations-urbaines.net

Mérignac Photographic Festival
<http://bit.ly/2jU8IH9>

NOVEMBER

11 to 12 November

Saloon of the Vintage in the Hangar 14

17 to 19 November

Bordeaux S.O Good #4, Gastronomy and lifestyle festival
www.bordeauxsogood.fr

...

Literary strides #6 in Lormont
www.lesfouleeslitteraires.com

International festival of the Movie of History in Pessac
www.cinema-histoire-pessac.com

DECEMBER

9 to 10 December

Bordeaux Tasting, wine tasting located at the Palais de la Bourse in Bordeaux
www.terredevins.com/evenements

...

Festival of the Magic Nights in Bègles, international festival of the cartoon movie

2018

14 to 17 June

Bordeaux Wine Festival will welcome the Tall Ships Regatta, big sailboat race
www.bordeaux-wine-festival.com

BORDEAUX BY FIGURES

- 2015 : Bordeaux named European Best Destination
- 2016 : Bordeaux 2nd major destination of the world according to the New York Times
- 2017: Bordeaux was chosen as Lonely Planet's most attractive city, and is the only French city in the top ten.
- The Los Angeles Times has made Bordeaux its number one place to visit in 2017
- Expatriates voted Bordeaux their third-favourite city (The Local)
- Bordeaux airport was voted best airport in the less-than-10 million passengers category (Air Transport News)

A FLOURISHING TOURIST

- **6 million** visitors a year
- The river : **50** maritime cruises stops in 2016 (**32,000** passengers), **53** stopovers scheduled for 2017
- Airport: nearly **5.8 million** passengers handled in 2016 (+ 8,9%)
- Train station: **11 million** travelers, **18 million** forecasted with the high-speed train link to Paris
- Accommodation: **1,132** hotel establishments (915 in Bordeaux)
- A total of **31,006** beds (including tourist residences, campsites, furnished, declared bedrooms)
- The Tourist Office is approbed «Quality Tourism», «Cycling home» and «Tourism and Handicap»
- **895,092** visitors allowed in 2016 at the different reception desks of the Bordeaux Métropole Tourist Office

BORDEAUX MÉTROPOLÉ

- 5th metropolitan France, capital of the Nouvelle Aquitaine region
- **756,500** inhabitants in Bordeaux Métropole (28 towns), of which **250,000** for Bordeaux City
- Largest urban area classified UNESCO with **1,810** hectares
- Gourmet capital, with many starred restaurants, and two world stars, Pierre Gagnaire and Gordon Ramsay cumulating **36** Michelin stars between them (in total, Gironde has **8** starred restaurants)
- **7** competitiveness clusters : aerospace, optics and lasers, wood, sustainable construction, «TIC», health, neuroscience

WINE

- **65** AOCs (designated wine production areas)
- The largest AOC vineyards of France
- Production 2016 : **5,7 million** of hectoliters = **15%** of the French production
- **6,822** wine-producing properties in 2015
- **300** wine merchants
- **22** bottles of wine from Bordeaux are sold every second all over the world

TOP FRENCH CITIES

TOP FRENCH CITIES

Bordeaux is part of the «Top French Cities» international network, consisting of twenty destinations such as Marseille, Lille, and Montpellier, and chaired by the Director of the Bordeaux Tourist Office. Because there is strength in unity, most of the major French cities and metropolitan areas outside of Paris work together through the «Tourism in the City Cluster» launched by Atout France (the French Tourism Development Agency) in 1993. Their ambition is to develop awareness of what characterizes them: cultural effervescence, modernity, elegance, history, heritage, cuisine and the French «art of living».

MAGNETIC BORDEAUX WILL PULL YOU IN



On the Atlantic coast and connected to the world, Bordeaux has a great cultural heritage. Its blend of world-class business excellence, quality of life, creativity and entrepreneurial spirit, makes beautiful Bordeaux a buzzing global city. In this context, the brand «Magnetic Bordeaux» was imagined by different players of the territory. Symbol of the attractiveness of the territory, Magnetic Bordeaux will be spread by public bodies, companies, local authorities through promotion campaigns and events, communication tools.

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Please send a copy of the article after publication to

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Digital version of the press kit:

<http://presse.bordeaux-tourisme.com/en/>

Press kit designed by Nums

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